

CONTRACT



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

And:

Shorr Johnson Magnus
1831 Chestnut Street, Ste. 602
Philadelphia, PA 19103

<u>Contract / Revision</u> 497925 /		<u>Alt Order #</u> 06366492
<u>Product</u> S BERKLEY FOR SENATE		
<u>Contract Dates</u> 10/09/12 - 10/15/12	<u>Estimate #</u>	
<u>Advertiser</u> Berkley For Senate		<u>Original Date / Revision</u> 10/08/12 / 10/15/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KVVU	10/09/12	10/12/12	MORE Access	630-7pm		:30			NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	-TWTF--				4	\$400.00			
N 2	KVVU	10/15/12	10/15/12	MORE Access	630-7pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	1-----				1	\$400.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/15/12-10/21/12	MORE Access	630-7pm	M-----	:30		\$400.00	NM		
			<i>Credited</i>									
Totals											4	\$1,600.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/15/12	4	\$1,600.00	\$1,360.00
Totals	4	\$1,600.00	\$1,360.00

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

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	Week:	10/08/12	10/14/12	-TWTF--				4	\$400.00			
N 2	KVVU	10/15/12	10/15/12	MORE Access	630-7pm		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	1-----				1	\$400.00			
Totals											5	\$2,000.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/15/12	5	\$2,000.00	\$1,700.00
Totals	5	\$2,000.00	\$1,700.00

Signature: _____ Date: _____

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REP HEADLINE# 6366492 TRF# 497925 REP: TEL# 610-293-4100 FAX# 610-225-1191
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !! OCT15/12 14.35
 ORDER WORKSHEET HARRIS REPORT FROM REP *** KVVU-TV ***

ADV # _____ ADV. NAME POLI/S BERKLEY /D/SEN/NV REP. # _____ OFF. # 762 SALESMAN # _____
 AGY # _____ AGY. NAME SHORR JOHNSON MAGNUS BUYER NAME TERRI COOPER

1831 CHESTNUT STREET SALES PRSN PH- TERESA DIFURIA
 PHILADELPHIA, PA 19103

ORDER # _____ CONTRACT # 6366492 CLASS: NATL. LOCAL REGIONAL

PRDCT S BERKLEY FOR SENATE EST# _____ COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT9/12 OCT15/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT15/12 14.35

REP: TO ROSE
 FR NIKKI
 OK'D M1
 MOVED \$\$ TO HL 6214722
 NEW TOTAL \$1600 (-400)
 PLS CNF THANKS

STA: ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 CON CM SHELLEY BERKLEY FOR SENATE ADD

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2	S		630P-700P	30		\$400.00	10/15	10/15	0		MON	0

PROGRAM : MORE
 CREDIT TAKEN FOR 1 SPOT(S) MISSED OCT15
 STATION MAKEGOOD OFFERS:
 M1 OK'D BUY#2 MISSED: MON/630P-700P OCT15 30S \$400.00 (OCT13/12)
 OFFER: NONE
 CMT: NLCS GAME AIRING IN THIS TP. FLIGHT ENDS ON 10/15.

OCT/12 \$1,600.00 CONTRACT TOTAL \$1,600.00
 TOTAL SPOTS 4

OCT8/12 14.11
*** KVVU-TV ***

SALES PRSN PH- TERESA DIFURIA

SHELLEY BERKLEY FOR SENATE ADD

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			630P-700P	30		\$400.00	10/9	10/12	4		TU-F	4
PROGRAM : MORE												
CON COM1 : MAX 1X DAY												
2			630P-700P	30		\$400.00	10/15	10/15	1		MON	1
PROGRAM : MORE												
OCT/12						\$2,000.00					CONTRACT TOTAL \$2,000.00	
											TOTAL SPOTS 5	

REP HEADLINE# 6366492
*** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP
OCT8/12 14.11
*** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	:

MARKET TOTALS \$10,000 KVVU 20% KSNV 25% KLAS 32% KTNV 20% KVMY 2% KVCW 1% CABL 0%
KTUD 0%

SHARES EST

SVC- NSI
DEMOS- RA35+*